

# SARTORIUS

Branding Guidelines for Sartorius Partners

# Our Mission and Vision

Our mission and vision are the starting points of everything we do. They describe why we do what we do and what we aim to achieve. While our mission addresses the customers’ benefits of our daily activities, our vision defines our longer-term ambitions as a company.



## Our Vision

We are a magnet and dynamic platform for pioneers and leading experts in our field. We bring creative minds together for a common goal: technological breakthroughs that lead to better health for more people.

## Our Mission

We empower scientists and engineers to simplify and accelerate progress in life science and bio-processing, enabling the development of new and better therapies and more affordable medicine.



# Logo

The logo is the key element of our visual appearance. Its graphic design language is reduced to the essentials, conveying our bold and unique position. Our logo is both a word mark and a figurative mark – a strong ambassador of our brand.

SARTORIUS

Logo Download Area

 click here!

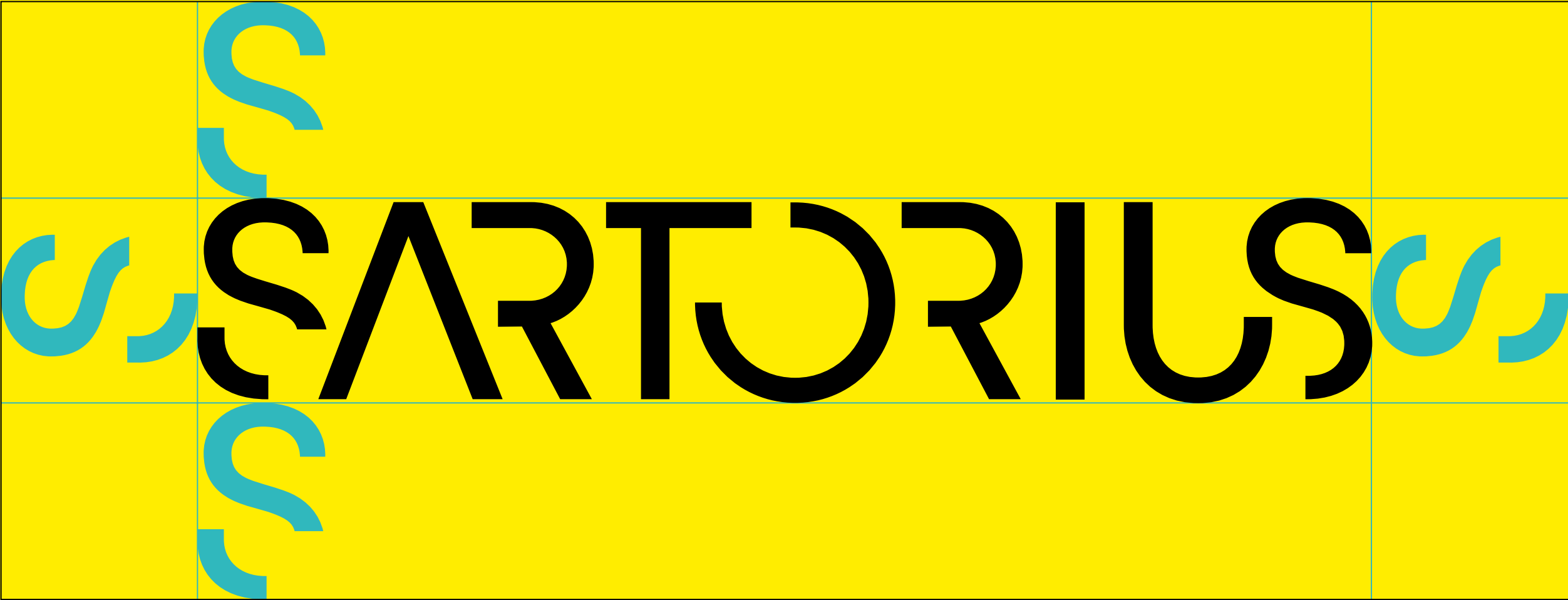
# Clear Space

**If the logo stands alone:**

- Clear space of minimum one S to all sides (download files include clear space)

**If the logo comes with additional content:**

- Clear space of one S to the edges of the page
- Clear space of two S between the logo and the below content
- Clear space towards content spans across the entire width of the page



Clear space



Minimum size 15 mm | 120 pixel

# Color Combination

- 3 possible color combinations:
- Black on yellow (preferred option)
  - Black on white
  - White on black



# Primary Colors

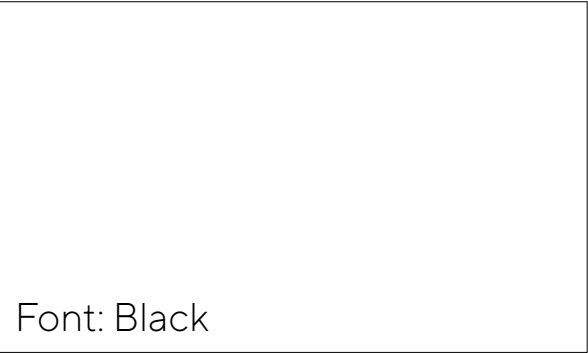
Our corporate color is yellow. Together with white and black, it creates an expressive triad that underlines our high ambition and sets us apart from the competition. When it comes to actual applications, these colors can be used in a flexible, adaptive way depending on the medium. However, the overall dominating colors should always be yellow and white with a few black accents. Further colors can only be used in a hierarchical order in exceptional cases.

Yellow



**CMYK:** 0.0.100.0  
**RGB:** 255.237.0  
**HEX:** #FFED00  
**RAL:** 1018  
**Pantone Uncoated:** Yellow U  
**Pantone Coated:** Yellow C

White



**CMYK:** 0.0.0.0  
**RGB:** 255.255.255  
**HEX:** #FFFFFF  
**RAL:** 9003

Black



**CMYK:** 0.0.0.100  
**RGB:** 0.0.0  
**HEX:** #000000  
**RAL:** 9005  
**Pantone Uncoated:** Black U  
**Pantone Coated:** Black C

# Positioning

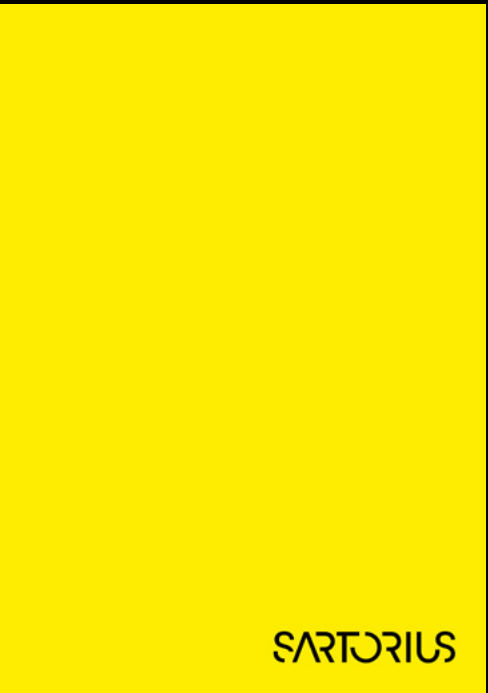
There are three options to place the logo within a format:

- 1. Top left
- 2. Bottom right
- 3. Centered (It is possible to set the logo flexibly in height)

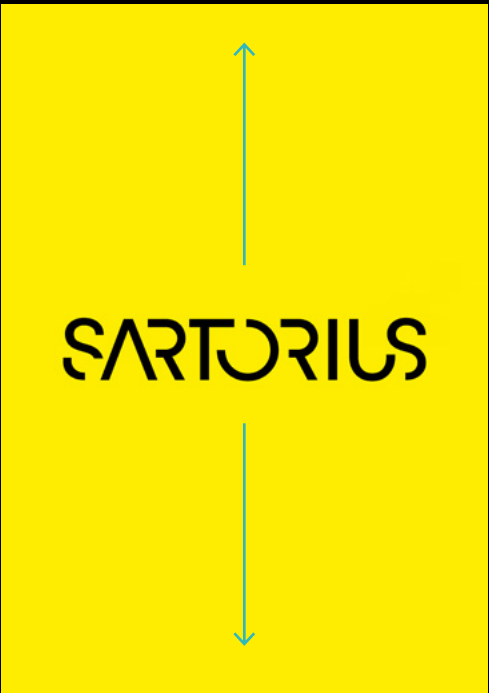
In letterheads, the logo is positioned in the top right-hand corner. Further exceptions must be approved by Corporate Branding & Design.



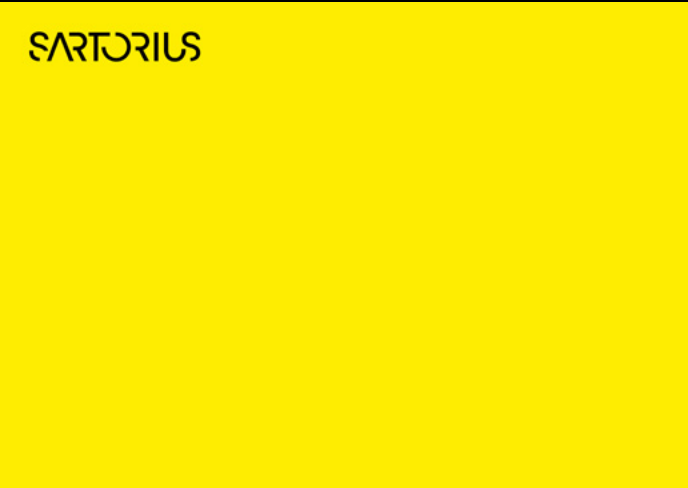
1. Top left



2. Bottom right



3. Centered  
(only for full format)



1. Top left



2. Bottom right



3. Centered

# Don'ts



White logo on yellow background



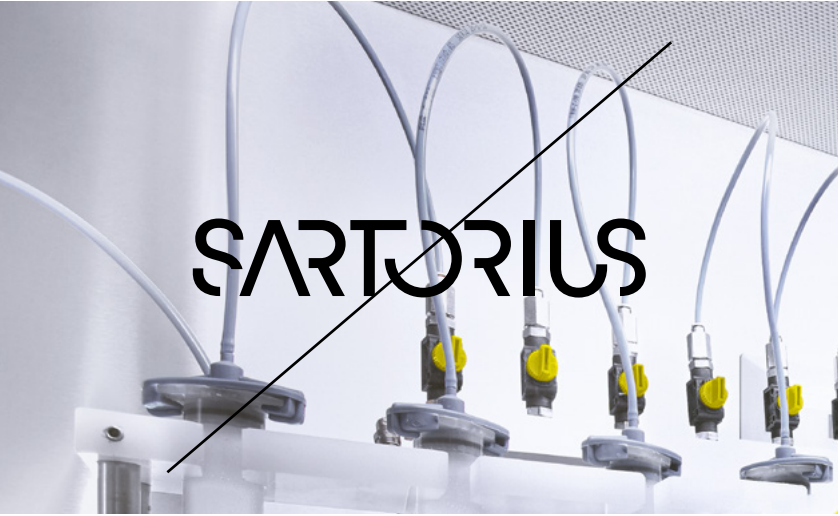
Outlines



Rotation



Combination of old and new logo



Placement on a photo



Effects



Change of colors



Different colored letters



Not enough clear space

# Social Media

We welcome your posts on social media for Sartorius products, applications and articles. On the right side, you will find some inspiration on how to build your post.

Feel free to tag Sartorius (@sartorius) and use hashtags such as #lifesciences or #weighing.

SARTORIUS

YOUR LOGO



Entris® II Balance

Best in its Class for Basic Weighing Tasks

Find out more!

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YOUR LOGO



Entris® II Balance

Best in its Class for Basic Weighing Tasks

SARTORIUS

YOUR LOGO

Entris® II Balance

Best in its Class for Basic Weighing Tasks

- Built-in real-time level support
- Draft shield can be removed completely
- Built-in real-time level support
- Built-in real-time level support

Find out more!



SARTORIUS

YOUR LOGO



Entris® II Balance

Best in its Class for Basic Weighing Tasks

# Web Banners Examples

SARTORIUS

Entris® II Balances  
Unrivalled value  
at a budget price

Shop Now



SARTORIUS

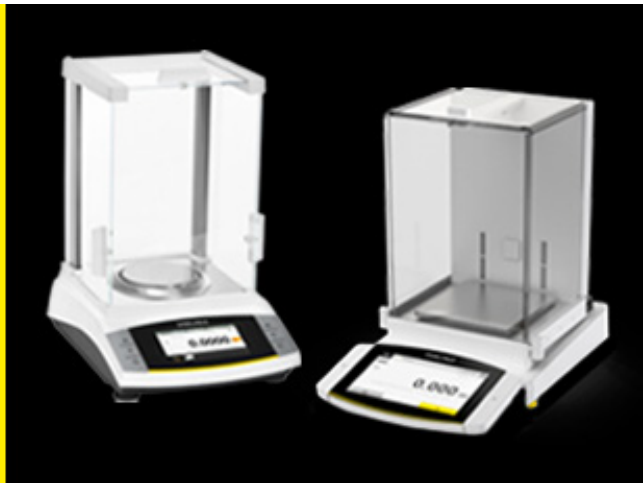
Microsart® Manifold  
You cannot afford to compromise  
on quality. Discover the filtration  
stand that adapts to your needs!

Find out more



SARTORIUS

Explore Sartorius Lab Balances  
Entris® II Essential and Advanced Lines:  
Unrivalled value at a budget price!  
Cubis II Premium Line: Completely configurable  
portfolio of both hardware & software



SARTORIUS

Spin to Win!  
Versatile protein concentration solutions

Find out more



SARTORIUS

Achieve Weighing  
Excellence  
Meet the highest standards  
of speed, reliability and safety

Shop Now



SARTORIUS

Entris® II Essential & Advanced lines  
Quality, Value and Consistency  
Fastest stabilization time in its class!

Buy now

